

ComRes Published Voting Intention Figures

	Independent on Sunday/ Sunday Mirror	Daily Mail / ITV News	Daily Mail / ITV News	Daily Mail / ITV News	Daily Mail / ITV News	Daily Mail / ITV News
	3 rd May	29 th April	23 rd April	10 th April	30 th March	25 th March
Conservative	33%	35%	36%	34%	36%	35%
Labour	33%	35%	32%	33%	32%	35%
Liberal Democrat	8%	7%	8%	12%	9%	8%
UKIP	13%	11%	10%	12%	12%	10%
Other	13%	12%	14%	10%	12%	13%

METHODOLOGY NOTE

ComRes interviewed 1,002 GB adults by telephone between 28th and 30th April 2015. Data were weighted to be demographically representative of all GB adults. Data were also weighted by past vote recall. Voting intention includes both those likely to vote and those who have already voted by post. ComRes is a member of the British Polling Council and abides by its rules.

To commission a voting intention poll or a public opinion survey please contact Katharine Peacock:

katharine.peacock@comres.co.uk

To register for Pollwatch, a monthly newsletter update on the polls, please email: pollwatch@comres.co.uk

CATI Opinion Poll

Q1. Thinking back to the General Election in 2010 when MPs were last voted to Parliament in Westminster, which party if any did you vote for? Was it Labour, Liberal Democrat, Conservative, some other party, or did you not vote?

Base: All respondents

	GENDER		AGE						SOCIAL GRADE				REGION SUMMARY						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	England	Scotland	England & Wales	North	Midlands	South
Unweighted Total	1002	470	532	107	133	180	191	160	231	259	298	179	266	868	83	919	237	259	372
Weighted Total	1002	488	514	117	172	167	179	145	220	268	278	218	238	865	87	915	242	260	363
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	262	119	142	10	42	41	40	37	91	84	85	47	46	236	8	253	66	73	97
	26%	24%	28%	9%	24%	25%	22%	25%	41%	31%	30%	22%	19%	27%	9%	28%	27%	28%	27%
Labour	221	105	116	7	40	38	47	40	51	41	56	55	69	186	25	196	71	51	65
	22%	22%	23%	6%	23%	23%	26%	27%	23%	15%	20%	25%	29%	22%	29%	21%	29%	20%	18%
Liberal Democrat	155	68	88	6	35	26	30	25	33	50	52	23	30	136	17	138	36	41	60
	16%	14%	17%	5%	20%	16%	17%	17%	15%	19%	19%	11%	13%	16%	20%	15%	15%	16%	16%
Some other party	76	46	30	2	15	12	14	20	14	18	17	24	18	54	14	63	15	13	26
	8%	9%	6%	1%	9%	7%	8%	14%	6%	7%	6%	11%	8%	6%	16%	7%	6%	5%	7%
Did not vote	234	134	101	91	37	40	38	17	12	62	59	55	58	207	17	218	42	63	102
	23%	27%	20%	77%	21%	24%	21%	11%	5%	23%	21%	25%	24%	24%	19%	24%	17%	24%	28%
Don't remember	33	10	23	2	2	7	6	5	11	7	7	9	11	29	3	30	10	11	8
	3%	2%	5%	2%	1%	4%	4%	3%	5%	2%	2%	4%	4%	3%	3%	3%	4%	4%	2%
Refused	20	6	14	-	2	3	4	3	9	6	3	5	6	16	4	16	3	7	5
	2%	1%	3%	-	1%	2%	2%	2%	4%	2%	1%	2%	2%	2%	4%	2%	1%	3%	2%

CATI Opinion Poll

Q1. Thinking back to the General Election in 2010 when MPs were last voted to Parliament in Westminster, which party if any did you vote for? Was it Labour, Liberal Democrat, Conservative, some other party, or did you not vote?

Base: All respondents

	VOTING INTENTION							PAST VOTE – GENERAL ELECTION 2010		
	Total	Cons	Lab	Lib Dems	UKIP	Green	SNP	Cons	Lab	Lib Dems
Unweighted Total	1002	301	245	73	107	54	35	295	219	144
Weighted Total	1002	265	266	66	115	56	32	262	221	155
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	262	182	17	7	36	4	1	262	-	-
	26%	69%	6%	10%	31%	7%	2%	100%	-	-
Labour	221	8	157	6	17	4	8	-	221	-
	22%	3%	59%	10%	15%	7%	25%	-	100%	-
Liberal Democrat	155	25	31	41	6	25	5	-	-	155
	16%	9%	12%	62%	5%	43%	15%	-	-	100%
Some other party	76	11	8	2	23	10	9	-	-	-
	8%	4%	3%	2%	20%	17%	29%	-	-	-
Did not vote	234	30	45	7	26	11	7	-	-	-
	23%	11%	17%	11%	22%	20%	22%	-	-	-
Don't remember	33	6	8	3	6	2	1	-	-	-
	3%	2%	3%	5%	5%	4%	4%	-	-	-
Refused	20	3	1	-	1	1	1	-	-	-
	2%	1%	*	-	1%	2%	3%	-	-	-

CATI Opinion Poll

Q1. Thinking back to the General Election in 2010 when MPs were last voted to Parliament in Westminster, which party if any did you vote for? Was it Labour, Liberal Democrat, Conservative, some other party, or did you not vote?

Base: All respondents

	REGION											
	Total	Scotland	North East	North West	Yorks & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted Total	1002	83	43	108	86	90	74	51	95	137	146	89
Weighted Total	1002	87	42	114	86	90	74	50	95	133	141	88
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	262	8	11	29	26	25	25	17	24	38	28	31
	26%	9%	26%	26%	30%	28%	33%	34%	25%	28%	20%	35%
Labour	221	25	16	37	18	14	18	10	19	36	21	8
	22%	29%	37%	32%	21%	16%	24%	21%	20%	27%	15%	9%
Liberal Democrat	155	17	9	11	15	10	9	2	22	23	19	17
	16%	20%	22%	10%	18%	11%	12%	4%	23%	18%	13%	20%
Some other party	76	14	-	11	4	3	4	8	6	5	10	12
	8%	16%	-	10%	5%	3%	5%	16%	7%	3%	7%	14%
Did not vote	234	17	5	20	17	26	15	10	22	26	58	17
	23%	19%	13%	18%	19%	29%	20%	21%	23%	20%	41%	20%
Don't remember	33	3	-	4	6	8	2	1	1	2	4	2
	3%	3%	-	4%	7%	9%	2%	2%	1%	1%	3%	2%
Refused	20	4	1	1	1	4	2	1	2	4	1	1
	2%	4%	3%	1%	1%	4%	3%	1%	2%	3%	1%	1%

CATI Opinion Poll

Q2. At the General Election coming up in May when MPs are elected to Parliament in Westminster, how likely would you be to vote on a scale from 1 to 10, where 1 means you are certain NOT to vote and 10 means you are absolutely CERTAIN to vote.

Base: All respondents

	GENDER			AGE						SOCIAL GRADE				REGION SUMMARY					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	England	Scotland	England & Wales	North	Midlands	South
Unweighted Total	1002	470	532	107	133	180	191	160	231	259	298	179	266	868	83	919	237	259	372
Weighted Total	1002	488	514	117	172	167	179	145	220	268	278	218	238	865	87	915	242	260	363
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Certain not to vote (1)	76 8%	42 9%	34 7%	17 14%	15 9%	12 7%	19 10%	6 4%	8 3%	18 7%	16 6%	17 8%	25 11%	66 8%	5 5%	71 8%	19 8%	16 6%	31 8%
2 (2)	5 *	2 *	3 1%	2 2%	- -	1 1%	1 1%	- -	- -	- -	- -	2 1%	2 1%	5 1%	- -	5 *	2 1%	- -	3 1%
3 (3)	8 1%	5 1%	4 1%	1 1%	1 1%	3 2%	1 *	- -	3 1%	1 *	1 *	1 *	6 2%	6 1%	3 3%	6 1%	1 *	- -	5 1%
4 (4)	4 *	- -	4 1%	2 1%	* *	1 1%	* *	1 *	- -	- -	1 *	- -	3 1%	4 *	- -	4 *	1 *	1 *	2 1%
5 (5)	36 4%	25 5%	11 2%	6 5%	10 6%	7 4%	5 3%	6 4%	2 1%	6 2%	4 1%	15 7%	11 5%	32 4%	1 1%	35 4%	3 1%	19 7%	11 3%
6 (6)	9 1%	5 1%	4 1%	4 3%	4 2%	- -	- -	1 *	- -	1 *	4 2%	1 1%	2 1%	9 1%	- -	9 1%	- -	2 1%	6 2%
7 (7)	24 2%	13 3%	11 2%	5 4%	4 3%	4 2%	2 1%	3 2%	5 2%	8 3%	5 2%	2 1%	9 4%	23 3%	- -	24 3%	8 3%	5 2%	10 3%
8 (8)	38 4%	18 4%	19 4%	10 8%	7 4%	4 2%	7 4%	8 5%	2 1%	6 2%	13 5%	8 4%	11 5%	34 4%	4 4%	34 4%	12 5%	12 5%	10 3%
9 (9)	46 5%	26 5%	19 4%	5 5%	7 4%	7 4%	8 4%	4 3%	14 7%	14 5%	13 5%	7 3%	12 5%	36 4%	5 6%	41 4%	9 4%	14 5%	13 4%
10 - Absolutely certain to vote (10)	751 75%	350 72%	401 78%	65 56%	122 71%	126 75%	137 76%	115 79%	184 84%	213 80%	220 79%	165 75%	153 64%	645 75%	70 81%	681 74%	188 78%	190 73%	267 74%
Don't know	6 1%	2 *	4 1%	1 1%	1 1%	3 2%	- -	1 *	1 1%	1 *	1 *	- -	4 2%	6 1%	- -	6 1%	- -	1 *	5 1%
Mean score	8.79	8.63	8.94	7.69	8.59	8.76	8.69	9.13	9.39	9.07	9.11	8.68	8.19	8.77	9.11	8.76	8.90	8.83	8.63
Standard deviation	2.65	2.77	2.52	3.33	2.76	2.71	2.89	2.16	1.91	2.39	2.28	2.76	3.09	2.65	2.36	2.67	2.60	2.47	2.82
Standard error	.08	.13	.11	.32	.24	.20	.21	.17	.13	.15	.13	.21	.19	.09	.26	.09	.17	.15	.15

CATI Opinion Poll

Q2. At the General Election coming up in May when MPs are elected to Parliament in Westminster, how likely would you be to vote on a scale from 1 to 10, where 1 means you are certain NOT to vote and 10 means you are absolutely CERTAIN to vote.

Base: All respondents

	Total	VOTING INTENTION						PAST VOTE – GENERAL ELECTION 2010		
		Cons	Lab	Lib Dems	UKIP	Green	SNP	Cons	Lab	Lib Dems
Unweighted Total	1002	301	245	73	107	54	35	295	219	144
Weighted Total	1002	265	266	66	115	56	32	262	221	155
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Certain not to vote	(1) 76 8%	- -	- -	- -	- -	- -	- -	3 1%	6 3%	1 *
2	(2) 5 *	- -	- -	- -	- -	- -	- -	1 1%	- -	- -
3	(3) 8 1%	- -	- -	- -	- -	- -	- -	- -	- -	2 1%
4	(4) 4 *	- -	- -	- -	- -	- -	- -	- -	* *	* *
5	(5) 36 4%	4 1%	8 3%	1 2%	9 8%	1 1%	1 4%	8 3%	8 4%	2 1%
6	(6) 9 1%	- -	5 2%	1 2%	1 1%	- -	- -	- -	2 1%	3 2%
7	(7) 24 2%	9 4%	10 4%	- -	1 1%	1 2%	- -	7 3%	4 2%	1 1%
8	(8) 38 4%	10 4%	13 5%	3 4%	4 4%	- -	- -	5 2%	7 3%	5 3%
9	(9) 46 5%	17 6%	6 2%	5 8%	5 5%	5 8%	2 7%	8 3%	9 4%	10 6%
10 - Absolutely certain to vote	(10) 751 75%	226 85%	224 84%	55 84%	94 82%	50 88%	29 90%	228 87%	184 83%	132 85%
Don't know	6 1%	- -	- -	- -	- -	- -	- -	1 *	1 1%	- -
Mean score	8.79	9.69	9.54	9.68	9.41	9.79	9.75	9.56	9.36	9.60
Standard deviation	2.65	.89	1.19	.94	1.45	.73	.98	1.45	1.83	1.26
Standard error	.08	.05	.08	.11	.14	.10	.17	.08	.12	.10

CATI Opinion Poll

Q2. At the General Election coming up in May when MPs are elected to Parliament in Westminster, how likely would you be to vote on a scale from 1 to 10, where 1 means you are certain NOT to vote and 10 means you are absolutely CERTAIN to vote.

Base: All respondents

		REGION											
		Total	Scotland	North East	North West	Yorks & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted Total		1002	83	43	108	86	90	74	51	95	137	146	89
Weighted Total		1002	87	42	114	86	90	74	50	95	133	141	88
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Certain not to vote	(1)	76 8%	5 5%	1 3%	12 10%	6 7%	6 7%	4 6%	6 11%	5 6%	12 9%	14 10%	5 5%
2	(2)	5 *	- -	- -	1 1%	1 1%	- -	- -	- -	- -	1 1%	1 1%	- -
3	(3)	8 1%	3 3%	- -	1 *	- -	- -	- -	- -	- -	3 2%	3 2%	- -
4	(4)	4 *	- -	- -	1 1%	- -	- -	* 1%	- -	1 1%	- -	2 1%	- -
5	(5)	36 4%	1 1%	1 3%	1 1%	1 1%	4 4%	6 8%	3 5%	9 10%	8 6%	3 2%	- -
6	(6)	9 1%	- -	- -	- -	- -	1 1%	2 2%	- -	- -	3 2%	3 2%	- -
7	(7)	24 2%	- -	2 5%	2 2%	4 4%	3 4%	1 2%	1 2%	- -	3 2%	6 4%	2 2%
8	(8)	38 4%	4 4%	1 2%	8 7%	4 4%	6 6%	2 2%	* *	5 5%	3 2%	5 3%	2 2%
9	(9)	46 5%	5 6%	* 1%	5 5%	3 4%	5 6%	6 8%	5 10%	3 3%	2 1%	3 2%	8 9%
10 - Absolutely certain to vote	(10)	751 75%	70 81%	36 86%	84 74%	68 79%	66 73%	53 72%	36 71%	71 75%	93 70%	102 72%	72 81%
Don't know		6 1%	- -	- -	- -	- -	- -	- -	- -	1 1%	5 4%	- -	- -
Mean score		8.79	9.11	9.36	8.67	8.97	8.89	8.77	8.55	8.82	8.38	8.43	9.32
Standard deviation		2.65	2.36	1.88	2.86	2.53	2.42	2.51	2.98	2.50	3.02	2.98	2.06
Standard error		.08	.26	.29	.28	.27	.26	.29	.42	.26	.26	.25	.22

CATI Opinion Poll

Q3. At the UK General Election coming up in May when MPs are elected to Parliament in Westminster, will you vote Labour, Liberal Democrat, Conservative, UKIP, SNP or for some other party?

Base: All likely to vote

	GENDER			AGE						SOCIAL GRADE				REGION SUMMARY					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	England	Scotland	England & Wales	North	Midlands	South
Unweighted Total	919	431	488	89	121	161	175	153	220	245	279	166	229	793	79	840	217	242	334
Weighted Total	903	438	465	95	155	148	159	138	209	248	258	198	198	779	80	823	220	242	317
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	217	112	105	21	25	42	35	29	65	80	66	42	30	201	11	206	45	68	88
	24%	26%	23%	22%	16%	29%	22%	21%	31%	32%	25%	21%	15%	26%	14%	25%	20%	28%	28%
Labour	217	93	124	24	39	36	35	42	41	34	73	48	62	191	15	202	71	51	69
	24%	21%	27%	25%	25%	24%	22%	31%	20%	14%	28%	24%	31%	25%	18%	25%	32%	21%	22%
Liberal Democrat	51	22	28	6	7	3	12	8	14	22	19	5	5	44	5	46	12	6	26
	6%	5%	6%	6%	5%	2%	8%	6%	7%	9%	7%	3%	3%	6%	6%	6%	6%	3%	8%
UKIP	104	69	35	13	15	16	17	18	26	14	17	39	34	96	-	104	23	35	37
	12%	16%	8%	14%	10%	11%	11%	13%	12%	6%	7%	19%	17%	12%	-	13%	11%	15%	12%
Green	45	23	22	7	11	11	7	6	2	16	17	3	9	44	-	45	5	19	20
	5%	5%	5%	8%	7%	7%	4%	4%	1%	6%	7%	2%	5%	6%	-	5%	2%	8%	6%
SNP	32	16	15	4	5	5	9	7	3	13	9	6	4	-	32	-	-	-	-
	3%	4%	3%	4%	3%	3%	6%	5%	1%	5%	3%	3%	2%	-	40%	-	-	-	-
Plaid Cymru	3	2	1	-	-	-	-	3	-	-	1	2	-	-	-	3	-	-	-
	*	*	*	-	-	-	-	2%	-	-	*	1%	-	-	-	*	-	-	-
BNP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	8	3	5	1	2	2	-	2	1	3	4	-	1	7	1	7	2	2	3
	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	2%	-	1%	1%	2%	1%	1%	1%	1%
Refused	38	15	23	1	6	6	4	4	17	7	7	10	15	34	3	35	5	10	19
	4%	4%	5%	2%	4%	4%	3%	3%	8%	3%	3%	5%	7%	4%	4%	4%	2%	4%	6%
Don't know	188	81	107	19	44	27	39	20	40	59	47	43	39	163	13	176	57	50	56
	21%	19%	23%	20%	28%	18%	24%	14%	19%	24%	18%	22%	20%	21%	16%	21%	26%	21%	18%

CATI Opinion Poll

Q3. At the UK General Election coming up in May when MPs are elected to Parliament in Westminster, will you vote Labour, Liberal Democrat, Conservative, UKIP, SNP or for some other party?

Base: All likely to vote

	VOTING INTENTION							PAST VOTE – GENERAL ELECTION 2010		
	Total	Cons	Lab	Lib Dems	UKIP	Green	SNP	Cons	Lab	Lib Dems
Unweighted Total	919	301	245	73	107	54	35	289	213	141
Weighted Total	903	265	266	66	115	56	32	256	214	153
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	217	217	-	-	-	-	-	156	8	19
	24%	82%	-	-	-	-	-	61%	4%	13%
Labour	217	-	217	-	-	-	-	13	137	26
	24%	-	81%	-	-	-	-	5%	64%	17%
Liberal Democrat	51	-	-	51	-	-	-	6	2	34
	6%	-	-	77%	-	-	-	2%	1%	22%
UKIP	104	-	-	-	104	-	-	32	15	5
	12%	-	-	-	90%	-	-	12%	7%	3%
Green	45	-	-	-	-	45	-	4	4	16
	5%	-	-	-	-	80%	-	1%	2%	11%
SNP	32	-	-	-	-	-	32	1	8	5
	3%	-	-	-	-	-	98%	*	4%	3%
Plaid Cymru	3	-	-	-	-	-	-	-	2	-
	*	-	-	-	-	-	-	-	1%	-
BNP	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
Some other party	8	-	-	-	-	-	-	-	-	4
	1%	-	-	-	-	-	-	-	-	2%
Refused	38	7	-	-	4	1	-	9	2	3
	4%	3%	-	-	3%	1%	-	3%	1%	2%
Don't know	188	41	49	15	7	10	1	37	36	42
	21%	15%	19%	23%	6%	19%	2%	14%	17%	28%

CATI Opinion Poll

Q3. At the UK General Election coming up in May when MPs are elected to Parliament in Westminster, will you vote Labour, Liberal Democrat, Conservative, UKIP, SNP or for some other party?

Base: All likely to vote

	REGION											
	Total	Scotland	North East	North West	Yorks & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted Total	919	79	41	95	81	85	70	47	87	118	131	85
Weighted Total	903	80	41	100	79	84	69	44	88	112	122	84
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	217	11	11	14	20	26	20	5	23	22	36	30
	24%	14%	26%	14%	25%	30%	28%	12%	26%	20%	29%	36%
Labour	217	15	16	38	18	13	18	11	20	30	27	12
	24%	18%	39%	37%	22%	16%	25%	25%	23%	27%	22%	14%
Liberal Democrat	51	5	1	5	6	2	2	2	3	11	9	6
	6%	6%	3%	5%	7%	2%	3%	4%	3%	9%	7%	7%
UKIP	104	-	6	13	4	16	9	9	11	11	15	11
	12%	-	15%	13%	5%	19%	12%	19%	12%	10%	13%	13%
Green	45	-	1	3	1	3	4	2	11	5	11	3
	5%	-	2%	3%	2%	4%	6%	4%	13%	5%	9%	4%
SNP	32	32	-	-	-	-	-	-	-	-	-	-
	3%	40%	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	3	-	-	-	-	-	-	3	-	-	-	-
	*	-	-	-	-	-	-	6%	-	-	-	-
BNP	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	8	1	1	1	1	2	-	-	-	2	1	*
	1%	2%	2%	1%	1%	3%	-	-	-	1%	1%	*
Refused	38	3	-	3	1	4	4	1	2	6	8	5
	4%	4%	-	3%	2%	5%	5%	2%	3%	5%	7%	6%
Don't know	188	13	5	23	28	18	14	13	18	25	15	17
	21%	16%	13%	23%	36%	22%	20%	29%	20%	23%	12%	20%

CATI Opinion Poll

Q4. If it were a legal requirement for you to vote, do you think you would probably vote Conservative, Labour, Liberal Democrat, UKIP, SNP, Plaid Cymru or for some other party?

Base: All unlikely to vote or unsure who they would vote for at the General election

	GENDER		AGE						SOCIAL GRADE				REGION SUMMARY						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	England	Scotland	England & Wales	North	Midlands	South
Unweighted Total	299	122	177	37	51	54	59	34	64	76	79	54	90	262	18	281	73	76	113
Weighted Total	325	147	179	42	67	53	64	31	68	85	73	73	93	283	23	302	84	78	121
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	40	24	17	3	8	5	6	4	15	5	9	15	12	37	-	40	10	6	22
	12%	16%	9%	6%	11%	10%	9%	13%	23%	6%	13%	20%	13%	13%	-	13%	11%	8%	18%
Labour	52	24	28	13	14	8	4	5	8	12	13	4	23	50	2	50	17	10	23
	16%	16%	16%	30%	20%	16%	7%	15%	11%	14%	18%	5%	24%	18%	8%	16%	20%	13%	19%
Liberal Democrat	12	5	7	2	2	2	1	2	3	6	4	1	2	10	-	12	2	4	4
	4%	4%	4%	5%	4%	3%	2%	6%	4%	6%	6%	1%	2%	3%	-	4%	2%	5%	3%
UKIP	27	12	15	9	7	4	4	1	2	3	3	12	9	25	1	26	3	12	10
	8%	8%	8%	21%	10%	8%	7%	2%	3%	3%	4%	16%	10%	9%	3%	9%	3%	15%	9%
Green	17	11	6	2	5	2	4	2	3	4	6	4	3	16	1	16	6	4	6
	5%	7%	4%	4%	8%	3%	6%	7%	4%	5%	8%	6%	3%	5%	6%	5%	7%	5%	5%
SNP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	4	3	1	-	-	1	-	1	3	-	1	1	3	-	-	4	-	-	-
	1%	2%	*	-	-	1%	-	2%	4%	-	1%	1%	3%	-	-	1%	-	-	-
BNP	2	2	-	2	-	-	-	-	-	-	-	-	2	2	-	2	-	-	2
	1%	1%	-	4%	-	-	-	-	-	-	-	-	2%	1%	-	1%	-	-	1%
Some other party	9	3	6	-	2	3	3	-	1	1	4	-	4	8	1	8	1	3	4
	3%	2%	4%	-	3%	5%	5%	-	2%	1%	5%	-	5%	3%	5%	3%	2%	4%	3%
Refused	39	18	21	1	3	6	7	6	15	9	8	11	11	29	6	33	7	11	12
	12%	13%	12%	3%	4%	12%	11%	19%	23%	11%	11%	15%	12%	10%	27%	11%	8%	14%	10%
Don't know	123	45	78	11	27	22	34	11	18	46	25	27	26	106	12	111	39	28	40
	38%	31%	44%	26%	40%	42%	53%	36%	26%	54%	34%	36%	27%	38%	52%	37%	46%	36%	33%

CATI Opinion Poll**Q4. If it were a legal requirement for you to vote, do you think you would probably vote Conservative, Labour, Liberal Democrat, UKIP, SNP, Plaid Cymru or for some other party?**

Base: All unlikely to vote or unsure who they would vote for at the General election

	VOTING INTENTION							PAST VOTE – GENERAL ELECTION 2010		
	Total	Cons	Lab	Lib Dems	UKIP	Green	SNP	Cons	Lab	Lib Dems
Unweighted Total	299	47	42	16	9	11	1	52	44	41
Weighted Total	325	48	49	15	11	11	1	50	46	47
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	40	30	-	-	-	-	-	15	2	4
	12%	62%	-	-	-	-	-	30%	5%	9%
Labour	52	-	34	-	-	-	-	2	14	6
	16%	-	68%	-	-	-	-	4%	30%	12%
Liberal Democrat	12	-	-	9	-	-	-	1	2	5
	4%	-	-	58%	-	-	-	1%	4%	11%
UKIP	27	-	-	-	9	-	-	6	6	1
	8%	-	-	-	81%	-	-	11%	12%	2%
Green	17	-	-	-	-	7	-	-	-	6
	5%	-	-	-	-	64%	-	-	-	12%
SNP	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	4	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-
BNP	2	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-
Some other party	9	-	-	-	-	-	-	1	-	3
	3%	-	-	-	-	-	-	1%	-	7%
Refused	39	3	-	-	-	1	-	5	1	-
	12%	6%	-	-	-	7%	-	10%	2%	-
Don't know	123	15	16	6	2	3	1	21	21	22
	38%	32%	32%	42%	19%	28%	100%	42%	46%	46%

CATI Opinion Poll

Q4. If it were a legal requirement for you to vote, do you think you would probably vote Conservative, Labour, Liberal Democrat, UKIP, SNP, Plaid Cymru or for some other party?

Base: All unlikely to vote or unsure who they would vote for at the General election

	REGION											
	Total	Scotland	North East	North West	Yorks & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted Total	299	18	7	38	28	25	21	19	30	47	40	26
Weighted Total	325	23	7	40	37	28	22	19	28	52	42	26
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	40	-	-	3	7	1	2	3	3	9	4	8
	12%	-	-	7%	18%	4%	11%	16%	10%	18%	10%	31%
Labour	52	2	3	4	10	8	1	-	2	12	10	1
	16%	8%	42%	9%	27%	29%	2%	-	6%	23%	23%	5%
Liberal Democrat	12	-	-	2	-	-	1	2	3	3	1	1
	4%	-	-	4%	-	-	4%	12%	12%	6%	1%	2%
UKIP	27	1	-	3	-	3	4	1	5	2	8	-
	8%	3%	-	7%	-	10%	19%	6%	17%	5%	19%	-
Green	17	1	*	3	2	2	1	-	1	2	1	3
	5%	6%	6%	8%	6%	7%	4%	-	4%	4%	2%	11%
SNP	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	4	-	-	-	-	-	-	4	-	-	-	-
	1%	-	-	-	-	-	-	21%	-	-	-	-
BNP	2	-	-	-	-	-	-	-	-	2	-	-
	1%	-	-	-	-	-	-	-	-	3%	-	-
Some other party	9	1	-	1	-	2	-	-	1	3	1	-
	3%	5%	-	4%	-	8%	-	-	3%	5%	3%	-
Refused	39	6	1	3	3	5	3	4	3	4	4	4
	12%	27%	13%	8%	7%	18%	14%	19%	10%	7%	8%	16%
Don't know	123	12	3	21	15	7	10	5	11	15	15	9
	38%	52%	39%	53%	41%	25%	47%	26%	38%	29%	35%	35%

CATI Opinion Poll

Q5. Generally speaking, do you think of yourself as Conservative, Labour, Liberal Democrat, UKIP, SNP, Plaid Cymru or another party?

Base: All respondents

	GENDER		AGE						SOCIAL GRADE				REGION SUMMARY						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	England	Scotland	England & Wales	North	Midlands	South
Unweighted Total	1002	470	532	107	133	180	191	160	231	259	298	179	266	868	83	919	237	259	372
Weighted Total	1002	488	514	117	172	167	179	145	220	268	278	218	238	865	87	915	242	260	363
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	234	108	126	23	31	38	38	27	78	78	77	41	38	214	10	224	51	67	97
	23%	22%	25%	19%	18%	23%	21%	19%	35%	29%	28%	19%	16%	25%	11%	24%	21%	26%	27%
Labour	278	124	154	34	45	46	56	46	51	44	89	55	89	243	22	256	93	53	98
	28%	25%	30%	29%	26%	27%	31%	32%	23%	16%	32%	25%	37%	28%	25%	28%	38%	20%	27%
Liberal Democrat	63	37	26	8	9	3	17	7	19	31	12	14	5	55	7	56	13	16	26
	6%	8%	5%	7%	5%	2%	9%	5%	9%	12%	4%	7%	2%	6%	8%	6%	5%	6%	7%
UKIP	79	51	28	21	14	8	12	16	8	4	10	39	25	74	1	78	12	30	32
	8%	10%	6%	18%	8%	5%	7%	11%	4%	2%	4%	18%	11%	9%	1%	9%	5%	11%	9%
Green	57	25	32	5	14	17	11	9	1	19	20	7	11	54	2	55	12	23	20
	6%	5%	6%	4%	8%	10%	6%	6%	1%	7%	7%	3%	5%	6%	2%	6%	5%	9%	5%
SNP	26	11	15	1	5	3	8	6	3	11	4	6	4	-	26	-	-	-	-
	3%	2%	3%	1%	3%	2%	4%	4%	1%	4%	1%	3%	2%	-	29%	-	-	-	-
Plaid Cymru	4	3	1	-	2	1	-	2	-	-	3	1	-	-	-	4	-	-	-
	*	1%	*	-	1%	1%	-	1%	-	-	1%	1%	-	-	-	*	-	-	-
BNP	2	2	-	2	-	-	1	-	-	-	-	-	2	2	-	2	-	-	2
	*	*	-	1%	-	-	*	-	-	-	-	-	1%	*	-	*	-	-	1%
Some other party	8	2	6	1	3	1	1	1	1	2	3	1	2	7	-	8	3	2	3
	1%	*	1%	1%	2%	1%	1%	*	*	1%	1%	*	1%	1%	-	1%	1%	1%	1%
Refused	44	24	20	4	6	4	8	7	16	13	10	9	13	34	6	38	9	9	15
	4%	5%	4%	3%	3%	3%	4%	5%	7%	5%	4%	4%	5%	4%	7%	4%	4%	4%	4%
Don't know	207	102	106	20	44	45	29	26	44	66	48	45	48	181	14	193	51	60	70
	21%	21%	21%	17%	25%	27%	16%	18%	20%	25%	17%	21%	20%	21%	17%	21%	21%	23%	19%

CATI Opinion Poll**Q5. Generally speaking, do you think of yourself as Conservative, Labour, Liberal Democrat, UKIP, SNP, Plaid Cymru or another party?**

Base: All respondents

	VOTING INTENTION							PAST VOTE – GENERAL ELECTION 2010		
	Total	Cons	Lab	Lib Dems	UKIP	Green	SNP	Cons	Lab	Lib Dems
Unweighted Total	1002	301	245	73	107	54	35	295	219	144
Weighted Total	1002	265	266	66	115	56	32	262	221	155
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	234	196	2	7	15	4	1	170	4	12
	23%	74%	1%	11%	13%	6%	3%	65%	2%	8%
Labour	278	5	221	9	15	6	4	9	160	34
	28%	2%	83%	13%	13%	11%	13%	3%	72%	22%
Liberal Democrat	63	13	4	36	1	5	-	5	4	42
	6%	5%	1%	54%	1%	9%	-	2%	2%	27%
UKIP	79	8	2	1	54	*	-	18	8	2
	8%	3%	1%	2%	47%	*	-	7%	3%	1%
Green	57	3	3	2	-	40	*	4	4	22
	6%	1%	1%	3%	-	70%	1%	2%	2%	14%
SNP	26	-	-	-	-	-	26	1	8	3
	3%	-	-	-	-	-	80%	*	4%	2%
Plaid Cymru	4	-	2	-	-	-	-	-	2	-
	*	-	1%	-	-	-	-	-	1%	-
BNP	2	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-
Some other party	8	*	-	1	-	-	-	*	-	3
	1%	*	-	1%	-	-	-	*	-	2%
Refused	44	6	1	3	3	-	-	9	2	5
	4%	2%	*	5%	2%	-	-	3%	1%	4%
Don't know	207	34	33	7	27	1	1	46	29	31
	21%	13%	12%	11%	24%	2%	3%	18%	13%	20%

CATI Opinion Poll**Q5. Generally speaking, do you think of yourself as Conservative, Labour, Liberal Democrat, UKIP, SNP, Plaid Cymru or another party?**

Base: All respondents

	REGION											
	Total	Scotland	North East	North West	Yorks & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted Total	1002	83	43	108	86	90	74	51	95	137	146	89
Weighted Total	1002	87	42	114	86	90	74	50	95	133	141	88
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	234	10	8	24	19	24	25	10	17	32	36	28
	23%	11%	20%	21%	22%	27%	34%	20%	18%	24%	26%	32%
Labour	278	22	20	42	31	17	16	12	19	43	42	12
	28%	25%	47%	37%	36%	19%	22%	25%	20%	33%	30%	14%
Liberal Democrat	63	7	4	2	7	5	3	*	9	10	8	8
	6%	8%	9%	2%	8%	5%	4%	1%	10%	8%	6%	9%
UKIP	79	1	1	8	3	11	9	5	10	6	17	9
	8%	1%	1%	7%	3%	12%	12%	9%	11%	4%	12%	11%
Green	57	2	1	2	8	6	5	1	12	7	8	4
	6%	2%	2%	2%	10%	7%	7%	1%	13%	5%	6%	5%
SNP	26	26	-	-	-	-	-	-	-	-	-	-
	3%	29%	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	4	-	-	-	-	-	-	4	-	-	-	-
	*	-	-	-	-	-	-	9%	-	-	-	-
BNP	2	-	-	-	-	-	-	-	-	2	-	1
	*	-	-	-	-	-	-	-	-	1%	-	1%
Some other party	8	-	1	1	1	1	1	*	-	2	*	1
	1%	-	2%	1%	1%	1%	1%	1%	-	1%	*	1%
Refused	44	6	1	6	3	4	3	5	2	4	5	6
	4%	7%	1%	5%	3%	5%	4%	9%	2%	3%	4%	7%
Don't know	207	14	8	28	16	23	12	12	25	28	23	18
	21%	17%	18%	24%	18%	25%	16%	25%	26%	21%	17%	21%

CATI Opinion Poll

Q3/Q4/Q5 Voting intention (Turnout weighted)

Base: All likely to vote and expressing a voting intention

	GENDER		AGE						SOCIAL GRADE				REGION SUMMARY						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	England	Scotland	England & Wales	North	Midlands	South
Unweighted Total	839	404	435	81	106	150	160	141	201	219	262	149	209	723	72	767	200	217	306
Weighted Total	687	328	359	50	116	108	129	114	170	185	208	146	148	590	63	624	178	170	241
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	228	109	119	12	29	40	38	31	78	76	66	48	37	209	11	216	49	67	93
	33%	33%	33%	23%	25%	37%	29%	27%	46%	41%	32%	33%	25%	35%	18%	35%	27%	40%	38%
Labour	224	96	128	20	43	35	44	40	43	41	75	47	61	198	16	208	85	46	68
	33%	29%	36%	39%	37%	32%	34%	35%	25%	22%	36%	32%	41%	34%	26%	33%	47%	27%	28%
Liberal Democrat	56	25	32	3	12	4	13	9	15	26	20	5	5	49	5	52	15	8	26
	8%	7%	9%	6%	11%	4%	10%	8%	9%	14%	10%	3%	4%	8%	8%	8%	8%	5%	11%
UKIP	87	54	34	7	13	11	17	15	25	12	17	31	27	80	-	87	23	25	32
	13%	16%	9%	15%	11%	10%	13%	13%	14%	7%	8%	21%	18%	14%	-	14%	13%	15%	13%
Green	48	26	22	6	13	12	6	8	3	15	18	7	9	46	1	47	6	19	20
	7%	8%	6%	12%	11%	11%	5%	7%	2%	8%	9%	5%	6%	8%	2%	7%	3%	11%	8%
SNP	27	12	16	2	4	3	8	7	3	11	7	4	4	-	27	-	-	-	-
	4%	4%	4%	4%	3%	3%	6%	6%	2%	6%	3%	3%	3%	-	43%	-	-	-	-
Plaid Cymru	6	4	1	-	-	1	-	3	1	-	2	3	1	-	-	6	-	-	-
	1%	1%	*	-	-	1%	-	3%	1%	-	1%	2%	1%	-	-	1%	-	-	-
BNP	*	*	-	-	-	-	*	-	-	-	-	-	*	*	-	*	-	-	*
	*	*	-	-	-	-	*	-	-	-	-	-	*	*	-	*	-	-	*
Other	11	3	8	1	3	2	3	1	1	3	4	1	3	9	2	9	2	5	2
	2%	1%	2%	1%	2%	2%	2%	1%	1%	2%	2%	1%	2%	2%	3%	1%	1%	3%	1%

CATI Opinion Poll**Q3/Q4/Q5 Voting intention (Turnout weighted)**

Base: All likely to vote and expressing a voting intention

	VOTING INTENTION						PAST VOTE – GENERAL ELECTION 2010			
	Total	Cons	Lab	Lib Dems	UKIP	Green	SNP	Cons	Lab	Lib Dems
Unweighted Total	839	301	245	73	107	54	35	280	203	129
Weighted Total	687	228	224	56	87	48	27	226	186	130
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	228	228	-	-	-	-	-	168	7	24
	33%	100%	-	-	-	-	-	74%	4%	18%
Labour	224	-	224	-	-	-	-	16	146	29
	33%	-	100%	-	-	-	-	7%	78%	22%
Liberal Democrat	56	-	-	56	-	-	-	6	6	38
	8%	-	-	100%	-	-	-	3%	3%	29%
UKIP	87	-	-	-	87	-	-	32	13	6
	13%	-	-	-	100%	-	-	14%	7%	4%
Green	48	-	-	-	-	48	-	4	4	23
	7%	-	-	-	-	100%	-	2%	2%	18%
SNP	27	-	-	-	-	-	27	1	8	5
	4%	-	-	-	-	-	100%	*	4%	4%
Plaid Cymru	6	-	-	-	-	-	-	-	2	-
	1%	-	-	-	-	-	-	-	1%	-
BNP	*	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-
Other	11	-	-	-	-	-	-	-	-	6
	2%	-	-	-	-	-	-	-	-	4%

CATI Opinion Poll**Q3/Q4/Q5 Voting intention (Turnout weighted)**

Base: All likely to vote and expressing a voting intention

	REGION											
	Total	Scotland	North East	North West	Yorks & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted Total	839	72	39	84	77	76	63	44	78	110	121	75
Weighted Total	687	63	34	80	65	56	51	34	63	88	89	65
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	228	11	9	16	23	24	21	7	22	26	32	35
	33%	18%	28%	20%	35%	43%	41%	22%	35%	30%	36%	53%
Labour	224	16	18	40	27	13	14	9	19	32	24	12
	33%	26%	52%	50%	42%	23%	27%	28%	30%	36%	27%	18%
Liberal Democrat	56	5	1	6	8	1	3	3	4	12	8	6
	8%	8%	3%	8%	12%	2%	5%	9%	7%	13%	9%	9%
UKIP	87	-	4	15	3	10	8	8	7	10	13	9
	13%	-	12%	19%	5%	18%	15%	22%	11%	11%	15%	14%
Green	48	1	1	1	4	4	5	1	11	7	10	3
	7%	2%	3%	2%	6%	7%	9%	3%	17%	8%	11%	5%
SNP	27	27	-	-	-	-	-	-	-	-	-	-
	4%	43%	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	6	-	-	-	-	-	-	6	-	-	-	-
	1%	-	-	-	-	-	-	16%	-	-	-	-
BNP	*	-	-	-	-	-	-	-	-	-	-	*
	*	-	-	-	-	-	-	-	-	-	-	*
Other	11	2	1	1	1	4	1	-	*	1	1	*
	2%	3%	2%	1%	1%	7%	2%	-	*	1%	1%	*

CATI Opinion Poll**Q6a_SUM. For each of the following words or phrases please tell me if you think they apply or not to David Cameron - SUMMARY TABLE**

Base: All respondents

	A capable leader	Understands the problems facing Britain	Too pleased with himself	Heartless
Unweighted Total	1002	1002	1002	1002
Weighted Total	1002	1002	1002	1002
	100%	100%	100%	100%
Yes	634	481	556	317
	63%	48%	56%	32%
No	304	469	375	620
	30%	47%	37%	62%
Don't know	64	52	71	65
	6%	5%	7%	6%

CATI Opinion Poll**Q6a_1. For each of the following words or phrases please tell me if you think they apply or not to David Cameron - A capable leader**

Base: All respondents

	GENDER		AGE						SOCIAL GRADE				REGION SUMMARY						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	England	Scotland	England & Wales	North	Midlands	South
Unweighted Total	1002	470	532	107	133	180	191	160	231	259	298	179	266	868	83	919	237	259	372
Weighted Total	1002	488	514	117	172	167	179	145	220	268	278	218	238	865	87	915	242	260	363
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	634	310	324	84	106	102	121	83	137	190	184	136	124	566	45	589	164	161	241
	63%	64%	63%	71%	62%	61%	68%	57%	62%	71%	66%	62%	52%	65%	52%	64%	67%	62%	66%
No	304	149	155	31	58	51	54	50	61	65	83	66	90	251	34	271	65	81	105
	30%	31%	30%	26%	34%	30%	30%	34%	28%	24%	30%	30%	38%	29%	39%	30%	27%	31%	29%
Don't know	64	29	35	3	8	14	4	13	22	13	11	16	24	48	8	56	14	18	17
	6%	6%	7%	2%	4%	9%	2%	9%	10%	5%	4%	7%	10%	6%	9%	6%	6%	7%	5%

CATI Opinion Poll**Q6a_1. For each of the following words or phrases please tell me if you think they apply or not to David Cameron - A capable leader**

Base: All respondents

	VOTING INTENTION						PAST VOTE – GENERAL ELECTION 2010			
	Total	Cons	Lab	Lib Dems	UKIP	Green	SNP	Cons	Lab	Lib Dems
Unweighted Total	1002	301	245	73	107	54	35	295	219	144
Weighted Total	1002	265	266	66	115	56	32	262	221	155
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	634	255	125	47	69	26	16	230	110	96
	63%	96%	47%	71%	60%	46%	48%	88%	50%	62%
No	304	6	131	18	38	30	16	24	102	50
	30%	2%	49%	28%	33%	53%	50%	9%	46%	32%
Don't know	64	4	10	1	8	1	1	7	9	9
	6%	1%	4%	1%	7%	1%	2%	3%	4%	6%

CATI Opinion Poll**Q6a_1. For each of the following words or phrases please tell me if you think they apply or not to David Cameron - A capable leader**

Base: All respondents

	REGION											
	Total	Scotland	North East	North West	Yorks & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted Total	1002	83	43	108	86	90	74	51	95	137	146	89
Weighted Total	1002	87	42	114	86	90	74	50	95	133	141	88
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	634	45	26	73	64	50	46	23	65	90	85	66
	63%	52%	62%	64%	75%	56%	61%	46%	69%	67%	60%	75%
No	304	34	15	30	20	33	20	20	28	36	49	20
	30%	39%	36%	26%	23%	37%	27%	39%	29%	27%	35%	22%
Don't know	64	8	1	11	2	7	9	7	2	7	7	2
	6%	9%	2%	10%	2%	8%	12%	15%	2%	6%	5%	3%

CATI Opinion Poll**Q6a_2. For each of the following words or phrases please tell me if you think they apply or not to David Cameron - Understands the problems facing Britain**

Base: All respondents

	GENDER		AGE						SOCIAL GRADE				REGION SUMMARY						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	England	Scotland	England & Wales	North	Midlands	South
Unweighted Total	1002	470	532	107	133	180	191	160	231	259	298	179	266	868	83	919	237	259	372
Weighted Total	1002	488	514	117	172	167	179	145	220	268	278	218	238	865	87	915	242	260	363
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	481	252	229	72	83	76	80	58	112	141	131	108	101	432	29	452	116	124	192
	48%	52%	45%	62%	48%	46%	45%	40%	51%	53%	47%	49%	42%	50%	33%	49%	48%	48%	53%
No	469	211	258	39	82	83	94	82	90	112	140	96	121	388	51	418	113	120	155
	47%	43%	50%	33%	47%	49%	53%	56%	41%	42%	50%	44%	51%	45%	58%	46%	47%	46%	43%
Don't know	52	25	27	6	8	8	5	6	19	15	6	14	17	44	8	45	13	15	16
	5%	5%	5%	5%	5%	5%	3%	4%	8%	6%	2%	6%	7%	5%	9%	5%	5%	6%	4%

CATI Opinion Poll**Q6a_2. For each of the following words or phrases please tell me if you think they apply or not to David Cameron - Understands the problems facing Britain**

Base: All respondents

	VOTING INTENTION						PAST VOTE – GENERAL ELECTION 2010			
	Total	Cons	Lab	Lib Dems	UKIP	Green	SNP	Cons	Lab	Lib Dems
Unweighted Total	1002	301	245	73	107	54	35	295	219	144
Weighted Total	1002	265	266	66	115	56	32	262	221	155
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	481	230	65	32	58	14	6	196	63	65
	48%	87%	24%	49%	50%	25%	18%	75%	28%	42%
No	469	25	194	31	56	41	26	57	153	86
	47%	9%	73%	47%	48%	73%	81%	22%	69%	55%
Don't know	52	11	7	3	2	1	*	8	6	5
	5%	4%	3%	5%	1%	2%	1%	3%	3%	3%

CATI Opinion Poll**Q6a_2. For each of the following words or phrases please tell me if you think they apply or not to David Cameron - Understands the problems facing Britain**

Base: All respondents

	REGION											
	Total	Scotland	North East	North West	Yorks & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted Total	1002	83	43	108	86	90	74	51	95	137	146	89
Weighted Total	1002	87	42	114	86	90	74	50	95	133	141	88
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	481	29	20	51	45	44	31	20	50	65	72	55
	48%	33%	47%	45%	52%	48%	42%	39%	52%	49%	51%	62%
No	469	51	20	55	38	42	39	30	39	64	59	32
	47%	58%	49%	48%	44%	47%	52%	60%	41%	48%	42%	36%
Don't know	52	8	2	8	4	5	4	1	6	4	11	2
	5%	9%	4%	7%	4%	5%	6%	1%	6%	3%	8%	2%

CATI Opinion Poll**Q6a_3. For each of the following words or phrases please tell me if you think they apply or not to David Cameron - Too pleased with himself**

Base: All respondents

	GENDER		AGE						SOCIAL GRADE				REGION SUMMARY						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	England	Scotland	England & Wales	North	Midlands	South
Unweighted Total	1002	470	532	107	133	180	191	160	231	259	298	179	266	868	83	919	237	259	372
Weighted Total	1002	488	514	117	172	167	179	145	220	268	278	218	238	865	87	915	242	260	363
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	556	265	291	64	100	99	101	78	114	135	156	109	157	471	52	505	133	149	189
	56%	54%	57%	55%	58%	59%	56%	54%	52%	50%	56%	50%	66%	54%	59%	55%	55%	57%	52%
No	375	184	191	42	65	57	66	54	92	118	108	82	67	334	26	349	83	98	153
	37%	38%	37%	36%	38%	34%	37%	37%	42%	44%	39%	38%	28%	39%	29%	38%	34%	38%	42%
Don't know	71	39	32	11	7	12	12	13	15	15	14	28	15	60	10	61	27	13	20
	7%	8%	6%	10%	4%	7%	7%	9%	7%	6%	5%	13%	6%	7%	11%	7%	11%	5%	6%

CATI Opinion Poll**Q6a_3. For each of the following words or phrases please tell me if you think they apply or not to David Cameron - Too pleased with himself**

Base: All respondents

	VOTING INTENTION						PAST VOTE – GENERAL ELECTION 2010			
	Total	Cons	Lab	Lib Dems	UKIP	Green	SNP	Cons	Lab	Lib Dems
Unweighted Total	1002	301	245	73	107	54	35	295	219	144
Weighted Total	1002	265	266	66	115	56	32	262	221	155
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	556	74	205	40	69	44	23	88	156	94
	56%	28%	77%	61%	59%	78%	71%	34%	70%	61%
No	375	178	51	24	37	12	6	162	57	58
	37%	67%	19%	37%	32%	21%	20%	62%	26%	37%
Don't know	71	13	10	1	10	1	3	12	9	3
	7%	5%	4%	2%	8%	1%	9%	4%	4%	2%

CATI Opinion Poll**Q6a_3. For each of the following words or phrases please tell me if you think they apply or not to David Cameron - Too pleased with himself**

Base: All respondents

	REGION											
	Total	Scotland	North East	North West	Yorks & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted Total	1002	83	43	108	86	90	74	51	95	137	146	89
Weighted Total	1002	87	42	114	86	90	74	50	95	133	141	88
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	556	52	23	59	51	55	40	34	54	71	76	41
	56%	59%	54%	52%	59%	61%	54%	68%	57%	54%	54%	47%
No	375	26	17	36	30	30	31	15	37	53	57	43
	37%	29%	40%	31%	35%	33%	41%	31%	39%	40%	41%	49%
Don't know	71	10	2	19	5	5	3	1	4	9	8	3
	7%	11%	5%	17%	6%	6%	5%	1%	5%	7%	5%	4%

CATI Opinion Poll**Q6a_4. For each of the following words or phrases please tell me if you think they apply or not to David Cameron - Heartless**

Base: All respondents

	GENDER		AGE						SOCIAL GRADE				REGION SUMMARY						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	England	Scotland	England & Wales	North	Midlands	South
Unweighted Total	1002	470	532	107	133	180	191	160	231	259	298	179	266	868	83	919	237	259	372
Weighted Total	1002	488	514	117	172	167	179	145	220	268	278	218	238	865	87	915	242	260	363
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	317	158	159	38	67	54	51	53	55	71	88	65	93	264	40	277	76	81	107
	32%	32%	31%	32%	39%	32%	28%	37%	25%	26%	32%	30%	39%	31%	46%	30%	31%	31%	30%
No	620	299	320	76	99	102	118	80	144	188	178	132	122	546	37	582	152	160	234
	62%	61%	62%	64%	58%	61%	66%	55%	65%	70%	64%	60%	51%	63%	43%	64%	63%	62%	64%
Don't know	65	30	35	4	6	12	10	11	22	9	11	22	23	55	9	56	15	19	22
	6%	6%	7%	3%	4%	7%	5%	8%	10%	3%	4%	10%	10%	6%	11%	6%	6%	7%	6%

CATI Opinion Poll**Q6a_4. For each of the following words or phrases please tell me if you think they apply or not to David Cameron - Heartless**

Base: All respondents

	VOTING INTENTION						PAST VOTE – GENERAL ELECTION 2010			
	Total	Cons	Lab	Lib Dems	UKIP	Green	SNP	Cons	Lab	Lib Dems
Unweighted Total	1002	301	245	73	107	54	35	295	219	144
Weighted Total	1002	265	266	66	115	56	32	262	221	155
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	317	15	131	15	40	30	21	30	112	52
	32%	6%	49%	23%	35%	53%	66%	11%	51%	34%
No	620	235	116	49	73	26	10	218	103	97
	62%	89%	44%	75%	63%	46%	31%	83%	47%	63%
Don't know	65	15	19	2	2	1	1	14	6	6
	6%	6%	7%	3%	2%	1%	2%	5%	3%	4%

CATI Opinion Poll**Q6a_4. For each of the following words or phrases please tell me if you think they apply or not to David Cameron - Heartless**

Base: All respondents

	REGION											
	Total	Scotland	North East	North West	Yorks & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted Total	1002	83	43	108	86	90	74	51	95	137	146	89
Weighted Total	1002	87	42	114	86	90	74	50	95	133	141	88
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	317	40	16	38	22	27	24	13	30	44	42	21
	32%	46%	38%	33%	25%	30%	32%	26%	31%	33%	30%	24%
No	620	37	24	67	61	55	45	37	60	80	94	60
	62%	43%	57%	58%	71%	61%	61%	73%	63%	60%	66%	68%
Don't know	65	9	2	9	4	8	5	1	6	9	6	7
	6%	11%	4%	8%	4%	9%	7%	1%	6%	7%	4%	8%

CATI Opinion Poll**Q6b_SUM. For each of the following words or phrases please tell me if you think they apply or not to Ed Miliband - SUMMARY TABLE**

Base: All respondents

	A capable leader	Understands the problems facing Britain	Too pleased with himself	Heartless
Unweighted Total	1002	1002	1002	1002
Weighted Total	1002	1002	1002	1002
	100%	100%	100%	100%
Yes	376	510	448	139
	38%	51%	45%	14%
No	517	415	460	791
	52%	41%	46%	79%
Don't know	109	77	95	72
	11%	8%	9%	7%

CATI Opinion Poll**Q6b_1. For each of the following words or phrases please tell me if you think they apply or not to Ed Miliband - A capable leader**

Base: All respondents

	GENDER		AGE						SOCIAL GRADE				REGION SUMMARY						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	England	Scotland	England & Wales	North	Midlands	South
Unweighted Total	1002	470	532	107	133	180	191	160	231	259	298	179	266	868	83	919	237	259	372
Weighted Total	1002	488	514	117	172	167	179	145	220	268	278	218	238	865	87	915	242	260	363
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	376	172	205	56	67	64	75	55	58	87	104	76	110	330	32	344	96	92	142
	38%	35%	40%	48%	39%	38%	42%	38%	26%	32%	38%	35%	46%	38%	37%	38%	39%	36%	39%
No	517	263	253	52	84	88	93	72	128	161	145	121	89	446	39	478	115	144	187
	52%	54%	49%	44%	48%	52%	52%	50%	58%	60%	52%	55%	37%	52%	44%	52%	47%	56%	52%
Don't know	109	53	56	9	21	16	11	18	34	19	29	22	39	89	16	93	32	23	34
	11%	11%	11%	7%	12%	9%	6%	13%	15%	7%	10%	10%	17%	10%	18%	10%	13%	9%	9%

CATI Opinion Poll**Q6b_1. For each of the following words or phrases please tell me if you think they apply or not to Ed Miliband - A capable leader**

Base: All respondents

	VOTING INTENTION						PAST VOTE – GENERAL ELECTION 2010			
	Total	Cons	Lab	Lib Dems	UKIP	Green	SNP	Cons	Lab	Lib Dems
Unweighted Total	1002	301	245	73	107	54	35	295	219	144
Weighted Total	1002	265	266	66	115	56	32	262	221	155
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	376	30	190	25	27	23	6	33	145	66
	38%	11%	71%	39%	23%	40%	19%	12%	65%	43%
No	517	217	50	38	80	30	20	208	56	76
	52%	82%	19%	58%	69%	53%	61%	79%	25%	49%
Don't know	109	18	26	2	9	4	6	21	21	13
	11%	7%	10%	3%	8%	7%	20%	8%	9%	8%

CATI Opinion Poll**Q6b_1. For each of the following words or phrases please tell me if you think they apply or not to Ed Miliband - A capable leader**

Base: All respondents

	REGION											
	Total	Scotland	North East	North West	Yorks & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted Total	1002	83	43	108	86	90	74	51	95	137	146	89
Weighted Total	1002	87	42	114	86	90	74	50	95	133	141	88
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	376	32	15	49	32	32	30	14	30	56	61	25
	38%	37%	35%	43%	37%	35%	41%	28%	31%	42%	43%	28%
No	517	39	24	49	42	48	36	32	61	61	73	53
	52%	44%	56%	43%	49%	53%	48%	64%	64%	46%	52%	60%
Don't know	109	16	4	17	12	10	8	4	5	16	8	11
	11%	18%	9%	15%	13%	11%	11%	8%	5%	12%	6%	12%

CATI Opinion Poll**Q6b_2. For each of the following words or phrases please tell me if you think they apply or not to Ed Miliband - Understands the problems facing Britain**

Base: All respondents

	GENDER		AGE						SOCIAL GRADE				REGION SUMMARY						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	England	Scotland	England & Wales	North	Midlands	South
Unweighted Total	1002	470	532	107	133	180	191	160	231	259	298	179	266	868	83	919	237	259	372
Weighted Total	1002	488	514	117	172	167	179	145	220	268	278	218	238	865	87	915	242	260	363
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	510	252	258	67	96	81	99	77	90	139	146	106	119	440	46	464	133	128	179
	51%	52%	50%	57%	56%	49%	55%	53%	41%	52%	53%	49%	50%	51%	53%	51%	55%	49%	49%
No	415	204	210	40	65	68	77	60	106	110	110	101	94	359	31	383	88	114	157
	41%	42%	41%	34%	38%	40%	43%	41%	48%	41%	40%	46%	39%	42%	36%	42%	36%	44%	43%
Don't know	77	32	46	11	12	18	4	8	25	18	22	12	26	66	10	68	21	17	27
	8%	7%	9%	9%	7%	11%	2%	5%	11%	7%	8%	5%	11%	8%	11%	7%	9%	7%	8%

CATI Opinion Poll**Q6b_2. For each of the following words or phrases please tell me if you think they apply or not to Ed Miliband - Understands the problems facing Britain**

Base: All respondents

	VOTING INTENTION						PAST VOTE – GENERAL ELECTION 2010			
	Total	Cons	Lab	Lib Dems	UKIP	Green	SNP	Cons	Lab	Lib Dems
Unweighted Total	1002	301	245	73	107	54	35	295	219	144
Weighted Total	1002	265	266	66	115	56	32	262	221	155
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	510	92	205	37	35	38	17	85	166	87
	51%	35%	77%	57%	30%	68%	52%	32%	75%	56%
No	415	160	50	25	74	17	11	166	48	54
	41%	60%	19%	38%	64%	31%	35%	64%	22%	35%
Don't know	77	13	11	3	7	1	4	10	8	15
	8%	5%	4%	5%	6%	1%	13%	4%	3%	9%

CATI Opinion Poll**Q6b_2. For each of the following words or phrases please tell me if you think they apply or not to Ed Miliband - Understands the problems facing Britain**

Base: All respondents

	REGION											
	Total	Scotland	North East	North West	Yorks & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted Total	1002	83	43	108	86	90	74	51	95	137	146	89
Weighted Total	1002	87	42	114	86	90	74	50	95	133	141	88
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	510	46	27	57	48	45	37	24	45	62	71	46
	51%	53%	64%	50%	56%	50%	50%	48%	48%	46%	50%	52%
No	415	31	12	43	33	38	29	24	47	60	59	38
	41%	36%	28%	38%	39%	42%	39%	48%	50%	45%	42%	43%
Don't know	77	10	3	14	4	7	8	2	2	12	11	5
	8%	11%	8%	12%	5%	8%	11%	4%	2%	9%	8%	5%

CATI Opinion Poll**Q6b_3. For each of the following words or phrases please tell me if you think they apply or not to Ed Miliband - Too pleased with himself**

Base: All respondents

	GENDER		AGE						SOCIAL GRADE				REGION SUMMARY						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	England	Scotland	England & Wales	North	Midlands	South
Unweighted Total	1002	470	532	107	133	180	191	160	231	259	298	179	266	868	83	919	237	259	372
Weighted Total	1002	488	514	117	172	167	179	145	220	268	278	218	238	865	87	915	242	260	363
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	448	207	240	54	77	59	81	62	114	113	120	106	109	387	37	411	104	117	166
	45%	42%	47%	46%	45%	35%	45%	43%	52%	42%	43%	48%	46%	45%	43%	45%	43%	45%	46%
No	460	244	216	53	77	93	81	73	82	136	132	87	105	395	42	418	115	120	160
	46%	50%	42%	45%	45%	56%	45%	51%	37%	51%	47%	40%	44%	46%	48%	46%	47%	46%	44%
Don't know	95	37	58	10	19	16	17	10	24	19	26	25	24	82	8	87	24	22	36
	9%	8%	11%	8%	11%	9%	10%	7%	11%	7%	9%	12%	10%	10%	9%	9%	10%	8%	10%

CATI Opinion Poll**Q6b_3. For each of the following words or phrases please tell me if you think they apply or not to Ed Miliband - Too pleased with himself**

Base: All respondents

	VOTING INTENTION						PAST VOTE – GENERAL ELECTION 2010			
	Total	Cons	Lab	Lib Dems	UKIP	Green	SNP	Cons	Lab	Lib Dems
Unweighted Total	1002	301	245	73	107	54	35	295	219	144
Weighted Total	1002	265	266	66	115	56	32	262	221	155
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	448	149	88	22	70	26	14	159	74	55
	45%	56%	33%	34%	61%	46%	44%	61%	34%	36%
No	460	100	166	38	32	30	18	85	139	92
	46%	38%	62%	58%	28%	53%	56%	33%	63%	59%
Don't know	95	16	13	5	13	1	-	17	8	8
	9%	6%	5%	8%	11%	1%	-	7%	4%	5%

CATI Opinion Poll**Q6b_3. For each of the following words or phrases please tell me if you think they apply or not to Ed Miliband - Too pleased with himself**

Base: All respondents

	REGION											
	Total	Scotland	North East	North West	Yorks & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted Total	1002	83	43	108	86	90	74	51	95	137	146	89
Weighted Total	1002	87	42	114	86	90	74	50	95	133	141	88
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	448	37	15	52	36	42	30	24	46	66	60	39
	45%	43%	37%	46%	41%	47%	40%	47%	48%	50%	43%	45%
No	460	42	25	47	43	38	39	22	43	47	69	44
	46%	48%	58%	41%	50%	42%	53%	45%	45%	35%	49%	50%
Don't know	95	8	2	15	7	10	5	4	6	20	12	5
	9%	9%	5%	13%	9%	11%	7%	8%	6%	15%	8%	5%

CATI Opinion Poll**Q6b_4. For each of the following words or phrases please tell me if you think they apply or not to Ed Miliband - Heartless**

Base: All respondents

	GENDER		AGE						SOCIAL GRADE				REGION SUMMARY						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	England	Scotland	England & Wales	North	Midlands	South
Unweighted Total	1002	470	532	107	133	180	191	160	231	259	298	179	266	868	83	919	237	259	372
Weighted Total	1002	488	514	117	172	167	179	145	220	268	278	218	238	865	87	915	242	260	363
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	139	78	61	21	18	19	23	16	42	24	41	33	41	117	15	124	25	44	48
	14%	16%	12%	18%	10%	12%	13%	11%	19%	9%	15%	15%	17%	14%	17%	14%	10%	17%	13%
No	791	386	406	91	136	135	152	122	155	230	228	166	167	686	64	727	202	194	290
	79%	79%	79%	78%	79%	81%	85%	84%	70%	86%	82%	76%	70%	79%	74%	79%	83%	75%	80%
Don't know	72	25	47	5	19	13	4	7	24	14	9	19	30	62	8	63	16	22	24
	7%	5%	9%	4%	11%	8%	2%	5%	11%	5%	3%	9%	13%	7%	9%	7%	6%	8%	7%

CATI Opinion Poll**Q6b_4. For each of the following words or phrases please tell me if you think they apply or not to Ed Miliband - Heartless**

Base: All respondents

	VOTING INTENTION						PAST VOTE – GENERAL ELECTION 2010			
	Total	Cons	Lab	Lib Dems	UKIP	Green	SNP	Cons	Lab	Lib Dems
Unweighted Total	1002	301	245	73	107	54	35	295	219	144
Weighted Total	1002	265	266	66	115	56	32	262	221	155
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	139	47	15	8	29	7	6	55	11	14
	14%	18%	6%	12%	25%	12%	20%	21%	5%	9%
No	791	200	242	57	76	49	24	189	207	132
	79%	75%	91%	87%	66%	87%	76%	72%	93%	85%
Don't know	72	18	9	1	10	1	1	17	4	10
	7%	7%	3%	1%	8%	1%	4%	7%	2%	6%

CATI Opinion Poll**Q6b_4. For each of the following words or phrases please tell me if you think they apply or not to Ed Miliband - Heartless**

Base: All respondents

	Total	REGION										
		Scotland	North East	North West	Yorks & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted Total	1002	83	43	108	86	90	74	51	95	137	146	89
Weighted Total	1002	87	42	114	86	90	74	50	95	133	141	88
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	139	15	5	11	9	17	12	7	15	15	22	11
	14%	17%	12%	10%	10%	18%	16%	14%	16%	11%	16%	13%
No	791	64	35	91	75	62	56	41	77	106	114	70
	79%	74%	84%	80%	87%	69%	75%	83%	80%	80%	81%	79%
Don't know	72	8	2	12	2	12	7	2	3	12	5	7
	7%	9%	4%	10%	3%	13%	9%	3%	4%	9%	3%	8%

CATI Opinion Poll

Q7. From what you have seen and heard of the general election campaign over the last few weeks, would you say it has made you feel more positive or more negative about the future?

Base: All respondents

	GENDER		AGE						SOCIAL GRADE				REGION SUMMARY						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	England	Scotland	England & Wales	North	Midlands	South
Unweighted Total	1002	470	532	107	133	180	191	160	231	259	298	179	266	868	83	919	237	259	372
Weighted Total	1002	488	514	117	172	167	179	145	220	268	278	218	238	865	87	915	242	260	363
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Positive	334	172	162	59	68	50	55	41	63	96	112	62	64	290	28	306	80	81	129
	33%	35%	32%	50%	39%	30%	30%	28%	28%	36%	40%	29%	27%	34%	33%	33%	33%	31%	36%
Negative	470	226	244	46	78	81	86	72	107	120	115	114	121	406	40	430	116	124	166
	47%	46%	48%	39%	45%	48%	48%	50%	49%	45%	41%	52%	51%	47%	46%	47%	48%	48%	46%
Don't know	197	90	108	12	27	37	39	32	51	51	51	42	54	169	19	179	46	55	68
	20%	18%	21%	10%	16%	22%	22%	22%	23%	19%	18%	19%	23%	20%	21%	20%	19%	21%	19%

CATI Opinion Poll

Q7. From what you have seen and heard of the general election campaign over the last few weeks, would you say it has made you feel more positive or more negative about the future?

Base: All respondents

	VOTING INTENTION						PAST VOTE – GENERAL ELECTION 2010			
	Total	Cons	Lab	Lib Dems	UKIP	Green	SNP	Cons	Lab	Lib Dems
Unweighted Total	1002	301	245	73	107	54	35	295	219	144
Weighted Total	1002	265	266	66	115	56	32	262	221	155
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Positive	334	106	94	24	31	21	14	95	71	52
	33%	40%	35%	37%	27%	37%	43%	36%	32%	34%
Negative	470	99	120	30	74	31	14	114	111	70
	47%	37%	45%	45%	64%	56%	45%	44%	50%	45%
Don't know	197	61	52	12	11	4	4	52	39	33
	20%	23%	20%	18%	9%	7%	13%	20%	18%	21%

CATI Opinion Poll

Q7. From what you have seen and heard of the general election campaign over the last few weeks, would you say it has made you feel more positive or more negative about the future?

Base: All respondents

	REGION											
	Total	Scotland	North East	North West	Yorks & Humber	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted Total	1002	83	43	108	86	90	74	51	95	137	146	89
Weighted Total	1002	87	42	114	86	90	74	50	95	133	141	88
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Positive	334	28	16	26	39	21	23	16	38	45	50	33
	33%	33%	38%	22%	45%	23%	31%	31%	40%	34%	36%	38%
Negative	470	40	16	65	35	48	32	24	43	67	63	36
	47%	46%	38%	57%	41%	54%	43%	49%	46%	50%	45%	41%
Don't know	197	19	10	23	13	21	19	10	14	21	28	19
	20%	21%	24%	21%	15%	23%	26%	20%	15%	16%	20%	22%

CATI Opinion Poll

Q1. Thinking back to the General Election in 2010 when MPs were last voted to Parliament in Westminster, which party if any did you vote for? Was it Labour, Liberal Democrat, Conservative, some other party, or did you not vote?

Base: All respondents

	Unweighted	Weighted
Unweighted Total	1002	1002
Weighted Total	1002 100%	1002 100%
Conservative	295 29%	262 26%
Labour	219 22%	221 22%
Liberal Democrat	144 14%	155 16%
Some other party	80 8%	76 8%
Did not vote	204 20%	234 23%
Don't remember	37 4%	33 3%
Refused	23 2%	20 2%